



NATIONAL WIC ASSOCIATION (NWA)

Annual Conference Planning Committee

Job Descriptions

DEVELOPED BY NWA AND FORMER CONFERENCE STEERING COMMITTEE
MEMBERS

REVISED FEBRUARY, 2006

UPDATED MAY, 2011

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Charge to Conference Planning Committee:

To work with the NWA National Office and the Conference-managing Contractor to plan and coordinate the Association's Annual Conference.

The Committee Structure:

- Chair: Appointed by the current NWA Board Chair;
- State Agency Director Section Representative: Any State Agency WIC Director or Designee (i.e., other State-level administrative staff);
- Local Agency Section Representative: Any local Agency WIC Director or designee;
- Nutrition Services Section Representative: Any State-level WIC Nutritionist or designee;
- Native American Representative: Any Indian Tribal Organization WIC staff;
- Two At-Large members: Any state or local agency WIC staff: *one at-large position will be designated to a member who lives in the geographical location of the conference, and the other to a member from the hosting region, and*
- Board Liaison: Appointed by the current NWA Board Chair: Any member from the State, Local or Nutrition Services Sections currently on the NWA Board of Directors.

The Conference Planning Committee is made up of the following:

1. The Steering Committee -
 - a. Conference Chair
 - b. Sub-committee Chairs (Chair/Co-chairs for each of the conference sub-committees)
 - c. USDA Representative(s)
 - d. NWA Board Liaison
 - e. NWA National Office Staff
2. Sub-committee Members – recruited by Sub-committee Chairs or Co-chairs
3. Conference-managing Contractor – contracted by NWA National Office

Term of Service:

- Starts immediately following the conclusion of the current year's Annual Conference.
- Ends following the evaluation completion of the planned Annual Conference.

Skills and Qualifications for the Conference Planning Sub-Committee Chairs:

- Interest in conference planning: experience with conference planning is highly desirable;
- Available for conference calls (starting once per month and increasing to once per week in the final months of planning); and
- Skilled in Project Management, including arranging for and conducting conference calls, recruiting volunteers for conference sub-committees, tracking task completion against timelines and encouraging the works of all volunteers.

Roles and Responsibilities for the Conference Planning Committee:

The Conference Planning Committee Chair:

- **Plans and chairs all Steering Committee conference calls and pre-conference meetings;**
- Appoints Sub-committee chairs;
- Monitors the conference work plan, developed by NWA National Office;
- Liaison with USDA representative(s), as appropriate, who serves in an advisory capacity;
- Works with the Steering Committee to decide on the conference theme, logo and materials to be used for conference promotions;
- Assigns members of the Steering Committee to coordinate completion of each of the key tasks for the conference;
- Monitors all activities assigned to each Sub-committee Chair/Co-chairs;
- Consults with NWA National Office to ensure that the Annual Conference web-site is updated with the latest conference information;

- Seeks input from the Steering Committee on conference issues as needed;
- Works closely with NWA National Office and the Conference-managing Contractor to coordinate all aspects of the conference;
- Consults with the NWA National Office to ensure all Budget Line Items are on track with the approved budget and
- Develops final Conference Planning Committee report to be submitted to NWA Board of Directors.

NWA National Office:

- Selects and contracts with the conference hotel and/or conference facility;
- Contracts with a conference management service;
- Develops the conference budget, in partnership with the Conference-managing Contractor;
- Oversight responsibilities for NWA board approved conference budget;
- Participates in scheduled Steering Committee and/or Sub-committee conference calls;
- Develops the conference work plan (TimeLine);
- Maintain records and apply accounting practices to track the Conference Budget in relative to actual receipts, income, and expenses;
- Acts as conference treasurer and handles all financial matters with input from the Conference Planning Committee Chair;
- Develops and manage the conference-specific Web-site. *Exhibit Floor Plan link to be developed and maintained by the Conference-managing Contractor;*
- Works with the Program Track Sub-committee Chair to prepare and distribute Speaker Packets following the associated written procedures (**refer to the Speaker Packet Process**);
- Approves and signs all Speaker, vendor and sub-contractor Agreements;
- Liaisons with hotel/conference facility management and the Conference-managing Contractor regarding meeting space, room-sets, special requests, Food and Beverage menu selections and associated costs for all meal functions and breaks, transportations, registration desk, gift shop set-up (if established), on-site signage, security and other conference logistics;
- Manages the conference hotel housing, unless assigned to the Conference-managing Contractor;
- Provides registration and accounting reports for the conference to the Conference Steering Committee;
- Posts conference-related announcements in NWA's news media, NWA's web-site and other available media;
- Works with the Program Track and Marketing and Communications Sub-committees, and the Conference-managing Contractor on special guest appearances, events or book signing for the conference;
- Develops the conference program format;
- Works with the Program Sub-committee and the Conference-managing Contractor to develop, review and finalize the conference program book and materials to be included.
- *Maintains a working relationship with the conference hosting city's Convention and Visitor's Bureau (CVB) for city information and special usage of city photos and promo language for the conference Web-site, etc.;*
- Set-up and staff the NWA Exhibit booth;
- Coordinates all aspects of the NWA Leadership Awards Luncheon;
- Coordinates all aspects of the NWA Annual Business Meeting;
- Develops timing scripts for the opening, Awards Luncheon and closing sessions for the conference;
- Works with the Conference-managing Contractor, all Sub-committee Chairs, and the hotel/conference facility Conventions Services Manager to resolve any problem that may arise before, during and after the conference;
- Develops and posts the conference survey link (using Survey Monkey) in conjunction with the Evaluation and CEUs Sub-committee Chair/Co-chairs. A link with the results will be provided to the outgoing and incoming Conference Chair for distribution;
- Sends Thank-you letters to Speakers at the end of the conference;
- Sends Thank-you letters to exhibitors/sponsors at the end of the conference, and
- Develops registration and financial reports to be submitted to the Conference Chair.

NWA Conference-managing Contractor:

- Participates in all scheduled Steering Committee conference calls;
- Acts as the registration clearinghouse for all sponsors and exhibitors. This includes processing exhibit booth sales contacts, sponsorships and exhibitor floor badge registrations;
- Provides report to NWA National Office and the Conference Steering Committee as requested;
- Liaisons with the NWA National Office to maintain a conference-specific Web-site that would allow on-line viewing of the Exhibit Floor Plan, listing of exhibitors and allow for a downloadable exhibitor kit and/or access to the conference decorator's Web-site;
- *Acts as central marketing, solicitation, and coordinating point for exhibitors/Sponsors with input from the Marketing Sub-committee;*
- Coordinates with NWA National Office on priority booth placement for Platinum,, Gold, Silver and Bronze sponsorships;
- Manages the selection and securing of a decorating and Audio Visual (A/V) contractor, and to further assist in communicating exhibit shipping requirements, plenary staging, Exhibit Hall and hotel layout information;
- Assists, as requested, in the selection and purchase of conference and/or participant materials (e.g. program discs, program books, conference bags, ribbons, awards, giveaways, badge holders, tickets, hotel information, local area maps, restaurant lists, etc.);
- Coordinates session room sets and AV needs, handouts (if available) and Power Point Presentations for conference proceedings;
- Coordinates with NWA National Office registration set-up, on-site signage, meeting space and A/V requirements, room set-ups, special requests, transportation (if required), etc.;
- Provides on-site conference staff and computer equipment, which shall include two conference professionals;
- *Serve as on-site Conference Business Center to provide services authorized by NWA and emergencies related to speaker needs. Note that the conference Business Center is not intended to provide personal services that would negatively impact the conference budget;*
- Other Hotel/Logistical tasks:
 1. Works with the decorating company to ensure all contracted exhibit booth spaces are set-up as requested and that the staging for the Conference opening, luncheon and closing is set-up to specifications;
 2. Works with the contracted A/V company to ensure all required A/V equipments are available in each session room as requested and to oversee the A/V set-up requirements for staging;
 3. Works with the Volunteer Sub-committee Chair to schedule volunteers to staff all meeting rooms with room monitors and moderators;
 4. Works with NWA National Office and the hotel or conference facility's Conference Manager to ensure compliance with requirements as stated in the facility's Agreement/Contract(s);
 5. Works with the Program Track and Entertainment Sub-committee Chairs, to ensure space availability for speaker book signing, if applicable;
 6. Coordinates with NWA National Office on the selection and finalization of all F&B requirements;
- Works with the Steering Committee to finalize the conference program book format and materials to be included;
- Delivers Final Conference Closeout Report to NWA National Office 45 days after the conference ends.

The Program Track Sub-committee Chair:

- Reviews conference survey evaluations from the previous conference;
- Recruits Sub-committee members;
- Assigns Sub-committee members to the various TRACKS if preferred;
- Participates in scheduled Steering Committee conference calls;
- Hold scheduled conference calls with Sub-committee members;
- Monitors Sub-committee's project plan;
- **Develops the program agenda, using the NWA standard program format, for the Conference with input from the Steering Committee members, NWA National Office and USDA representative(s) to identify high priority general and concurrent session topics and speakers;**

- Determines conference program tracks and assigns coordinators for each track if preferred;
- **Negotiates speaker fees and travel expenses, if applicable (See Speaker Packet Preparation Procedures);**
- Develops a detailed spreadsheet listing of all speakers with session topics, dates, times, physical address, e-mail address to which speaker can be reached, speaker honorarium, travel reimbursement request, primary contact, etc. This information will be used by NWA to prepare each speaker packet;
- Works with NWA National Office to prepare Speaker Agreement Packets following the associated procedures (**ref. to the Speaker Packet Procedures**). This should include the following:
 1. Cover Letter, to be edited by the Program Sub-committee Chair;
 2. Speaker Agreement – **(to be forwarded to NWA National Office for final approval and signature)**. *Note that speaker/panelist within the WIC community (state and local agencies and USDA) do not need a Speaker Agreement. Only the required forms;*
 3. Speaker Information & Requirements Form;
 4. Speaker Presentation Description Form;
 5. Speaker Curriculum Vita (CV) Form **(A signed copy must be forwarded to the Evaluation & CEU Sub-committee Chair by the indicated deadline)**
 6. Speaker Disclosure/Conflict of Interest Form – **(A signed copy must be forwarded to the Evaluation & CEU Sub-committee Chair by the indicated deadline);**
 7. W-9 IRS Form for honorariums \$600 or more;
 8. Speaker Honorarium and Reimbursement Form, to be completed by the speaker and returned to NWA National Office, and
 9. Conference Site Information
- Ensures completed Speaker Packets are sent to NWA National Office by periodically touching basis with speaker;
- Collaborates with the Steering Committee on the design and procurement of the conference program book cover and related materials;
- Collaborates with NWA National Office and the Marketing & Communications Sub-committee on the development, formatting, editing and finalization of the conference program book;
- Collaborates with the Volunteer Sub-committee Chair to identify and confirm room monitors and moderators for all sessions;
- Collaborates with the Conference-managing Contractor to ensure all AV requested needs are made available for each plenary and concurrent session;
- Collaborates with the Volunteer Sub-committee Chair to ensure that each speaker is assigned someone to meet and greet them upon arrival to the conference site and to escort him/her to the Speaker-ready Room;
- Consults with NWA National Office to ensure spending is within the budgeted line item(s);
- Develops final committee report to be submitted to the conference Chair.

The Marketing & Communications Sub-committee Chair:

- Recruits Sub-committee members
- Participates in scheduled Steering Committee conference calls;
- Hold scheduled conference calls with Sub-committee members;
- Monitors committee project plan;
- Solicits ideas to market the conference through various channels beginning at the preceding annual conference;
- Ensures the manning of the conference promotion booth at the preceding conference;
- Prepares conference announcements, postings, flyers, etc. in collaboration with the Steering Committee and NWA National Office to promote the conference;
- Works with NWA National Office to send out and/or post conference promotional messages and updates regularly to NWA members, partners, and guests;
- Liaison with national and local media in collaboration with NWA National Office to promote and/or cover certain aspects of the conference;
- Oversees the design of the conference logo, program book and related materials;

- Collaborate with NWA National Office on the design and layout of the Conference program book;
- Solicits ideas for promotional gift items and identifies cost, etc.;
- Works with the Steering Committee to identify and order incentive gifts items and conference bags and to ensure proper delivery;
- Works with the Volunteer Sub-committee Chair to schedule volunteers to staff the gift shop, if established;
- Consults with NWA National Office to ensure spending is within the budgeted line items;
- Develops final committee report to be submitted to the conference Chair.

The Exhibits & Sponsorships Sub-committee Chair:

- Recruits Sub-committee members;
- Participates in scheduled Steering Committee conference calls;
- Hold scheduled conference calls with Sub-committee members;
- Monitors committee project plan;
- Solicit marketing ideas for sponsorships, exhibits, and paid advertisers;
- Identifies new exhibitors, sponsors, and paid advertisers within the conference hosting region;
- Works with the Conference-managing Contractor to prepare an exhibitor listing with primary contact's name and e-mail addresses from the previous conference;
- Prepares and sends invitations, confirmation letters and other follow-up correspondences, etc. for each exhibitor;
- Solicits ideas and identifies activities to encourage attendees to visit the exhibit hall during the scheduled dates and times;
- Collaborates with the Marketing Sub-committee Chair, the Conference-managing Contractor and NWA National Office to ensure exhibitors and sponsors are listed accordingly and paid advertisements are placed appropriately in the program book;
- Consults with NWA National Office to ensure exhibit/sponsorship dollar targets are within the approved budgeted income, and
- Develops final committee report to be submitted to the conference Chair.

The Entertainment Sub-committee Chair:

- Recruits Sub-committee members;
- Participates in scheduled Steering Committee conference calls;
- Hold scheduled conference calls with Sub-committee members;
- Monitors committee project report;
- Explore entertainment ideas for the Conference opening, Board Chair Reception and the NWA Awards Luncheon;
- Reports possible entertainment ideas to the Planning Committee for decision making;
- Selects and contracts entertainment for the Conference. All agreements/contracts must be signed by the NWA National Office;
- Selects and coordinates special event(s) decorations if applicable;
- Works with an ITO representative and NWA National Office to organize the ITO Recognition Ceremony;
- Maintains a working relationship with the local Convention Center and Visitor's Bureau (CVB). This includes developing a list of restaurants, entertainment sites, shopping centers/malls, and public transportation schedule for extra-curricular activities;
- Collaborate with the Program Track Sub-committee Chair and NWA National Office to arrange airport transportation for special guests and Speakers to and from the hotel and/or conference facility if applicable;
- Assists with hotel logistics as requested by the Conference-managing Contractor;
- Collaborates with the NWA National Office in developing scripts for both the opening and closing sessions for the conference;
- Consults with NWA National Office to ensure spending is within budgeted line items, and
- Develops final report to be submitted to the conference Chair.

The Evaluation & CEUs Sub-committee Chair:

- Recruits Sub-committee members;
- Participates in scheduled Steering Committee conference calls;
- Hold scheduled conference calls with Sub-committee members;
- Monitors committee project plan;
- Works with the Program Track Sub-committee on CEU requirements for the various professional organizations;
- Prepares and submits applications for continuing education hours for IBCLCs and other professionals as applicable. NWA will provide payment when ready to submit applications;
- Develops conference survey questions for attendees. The NWA National Office will then convert these survey questions, via Survey Monkey, and posted them on the Conference Web-site;
- Consult with NWA national Office to ensure spending is within Budget Line Item (BLI), and
- Develops final committee report to be submitted to the conference Chair.

The Poster Session Sub-committee Chair:

- Recruits Sub-committee members;
- Participates in scheduled Steering Committee conference calls;
- Hold scheduled conference calls with Sub-committee members;
- Monitors committee project plan;
- Develops Poster Session evaluation criteria or modify existing one;
- Develops or modify existing Poster Session application;
- Solicits Poster Session application submissions by preparing announcements and request to be posted on the Conference Web-site or to be e-mailed;
- Reviews/evaluates applications and decides on which applications will be approved for the conference;
- e-mails confirmation of receipt to each Poster Session applicant;
- Notify via e-mail each Poster Session applicant of the acceptance or denial of their application;
- Prepares the Poster Session listing for the Conference program book and sent it to the Conference-managing Contractor. This list should include the title of the Poster Session, contact information and a brief description;
- Collaborates with the Conference-managing Contractor to ensure adequate and visible space at the conference site for all accepted poster submissions;
- Solicits ideas and identifies activities to encourage attendees to visit poster sessions during the conference, and
- Develops final committee report to be submitted to the conference Chair.

The Volunteer Sub-committee Chair:

- Recruits volunteers for various assignments;
- Participates in scheduled Steering Committee conference calls;
- Hold scheduled conference calls with Sub-committee members;
- Monitors committee project plan;
- Develops or modify existing procedures and guidelines (Job Description) for volunteers for the various assignments, i.e. room monitors, moderators, hosts, gift shop attendee, greeters, registration desk, conference bag stuffer, etc.;
- Liaison with all committee Chairs and the Conference-managing Contractor to identify and determine the need for various volunteers;
- Notifies and provides volunteers with their job descriptions and assignments;
- Maintains roster of available volunteers and assign as needed;
- Adjusts assignments as needed during the conference;
- Maintains a presence at the conference registration desk area on the morning of the first day of the conference and during the scheduled breaks to assist volunteers and to answer questions as they arise;
- Sends thank you notes to volunteers, and
- Develops final committee report to be submitted to the conference Chair.